

LASH RETENTION *Secrets*



BY DEMI WITTER

DWL 

GIVING YOU THE KEY TO UNLOCK THE SECRETS TO; GOOD RETENTION

This e-book is a guide full of all my valuable industry tips to help you increase **consistent** retention! Retention of lashes, and in turn, retention of clients.

As lash artists, we know good lash retention is a **significant** factor in our business being **successful**. Whilst being booked and busy is the goal, we should aim to be booked and busy with **regular** clients. A clear indication of good retention is when at least 90% of your clientele is repeat regular clients.

It is inevitable that everyone will struggle with retention at least once during their career, so please don't worry - it **isn't** just you babe. As you become more knowledgeable, you will be able to decipher how to correct these issues as many things can affect retention - such as; temperature, humidity, glue usage and even poor isolation.

Try to use as many of these tips as much as you can, and you will see a dramatic increase in your retention.

Good retention = return clients = more money = more clients recommend you = EVEN MORE MONEY.

I hope you enjoy learning with me!

A handwritten signature in black ink, reading "Demi". The script is fluid and cursive, with a large, stylized 'D' and a long, sweeping tail on the 'i'.

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RETENTION EXAMPLE

RETENTION EXAMPLE

RETENTION EXAMPLE

RETENTION EXAMPLE



Example of 3 weeks lash retention on a mega volume set

PREPARATION & APPLICATIONS

The first part of good retention starts with **YOUR CLIENT.**

What?

Yeah, it is true.

You should ask your client to arrive to their appointment make up **FREE**. The reason for this is because make up often has oils in the ingredients, therefore you want to minimise the number of oily products near the lashes, especially on lash day!

PRO TIP



I MAKE SURE TO ASK MY CLIENTS TO AVOID ANY OILY PRODUCTS, INCLUDING MASCARA, 24 HOURS PRIOR TO AN APPOINTMENT. THIS IS TO ENSURE THAT THERE IS NO BUILD UP ON THE LASH LINE. AS YOU KNOW, EVEN AFTER CLEANING LASHES, THERE CAN BE SOME RESIDUE.



-Demi

We all know that mascara on lash extensions is an industry no no, however, often people will say it's okay on the bottom lashes. Personally, I suggest you advise your clients to avoid mascara all together if possible.

Often, mascara from the bottom lashes can transfer onto the top, and cause a build up of product which in turn can affect retention.

BUILD UP EXAMPLE BUILD UP EXAMPLE BUILD UP EXAMPLE BUILD UP EXAMPLE



Example of mascara build up from
the bottom lashes

Secondly, you should be cleaning the lashes on each client. This means new set, infill and **EVEN** if they are late. You **never** want to skip the lash clean.

I recommend using a lash and brow cleanser, or a homemade mixture of baby shampoo and water.

1. Apply it to the eyelid area using a disposable lipstick wand or a clean makeup brush (one per client).
2. Clean the eyelid area thoroughly to remove makeup and natural oils, and gently clean down onto the lashes and under the eyelid area.
3. Repeat this process for both eyes and rinse each eye with water three times, using kitchen tissue to catch any running water.
4. Provide tissue roll to your client and ask them to gently dab their eye area dry.

PRO TIP

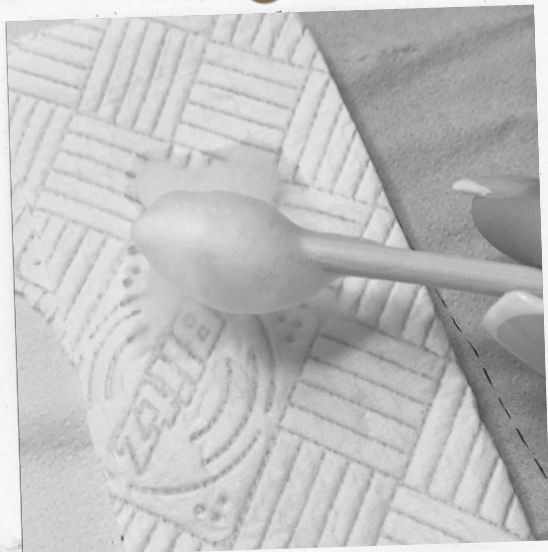


I PERSONALLY PREFER TO USE A LASH AND BROW CLEANSER, THIS WAY I AM CONSISTENTLY USING THE SAME PRODUCTS AND THE LABEL HAS ALL THE INGREDIENTS SHOULD ANYONE EVER ASK. I ALSO FEEL IT IS MORE PROFESSIONAL AND SPECIFIC FOR LASH CLEANING. GLUE LIKES MOISTURE, SO ALTHOUGH THE MAIN REASON TO CLEANSE LASHES IS SO THAT THEY ARE CLEAN, IT ALSO HELPS RETENTION AS THE RINSING OF WATER ADDS MOISTURE TO THE LASHES.



—Demi

I recommend that you ask your clients to avoid caffeine prior to their appointment as this can make their eyes flicker, which could affect your isolation, and take longer to do. I would ask for them to limit their talking during the appointment and give them a friendly reminder that for the duration of the appointment, their eyes need to remain closed.



Example of
foamy cleanser



Example of extra makeup removed from
client, despite not wearing any to the
appointment

Thirdly, isolation is a significant factor in good retention, and often one that can go overlooked. You **MUST** be focusing on perfect isolation before you start worrying about speed or fullness. Quality over quantity of lashes always wins when it comes to good retention. If you isolate a lash, and then you are thinking to yourself "is this isolated", then you already have your answer. When isolating, you want to see only **ONE** natural lash and have absolutely no doubt in your head you can clearly see **ONLY** one lash. You can use a range of isolation tweezers, and you may need to even change them to suit a clients natural lashes.

You'll want to ensure that you've isolated your clients natural lash first, then pick up a false lash, dip in the glue and place straight onto their natural lash. This is very important because if you dip with glue first, then try to isolate, the glue is already beginning to dry - and therefore when you place on the natural lash - it may not stick properly which will affect your retention.

If you accidentally swipe into excess glue, **DO NOT** wipe it onto the gel pads or your tile. Instead, swipe it back into the glue and then apply it directly onto your client's natural lash. It's important to prevent the glue from touching anything other than the natural lash to ensure good retention.

PRO TIP

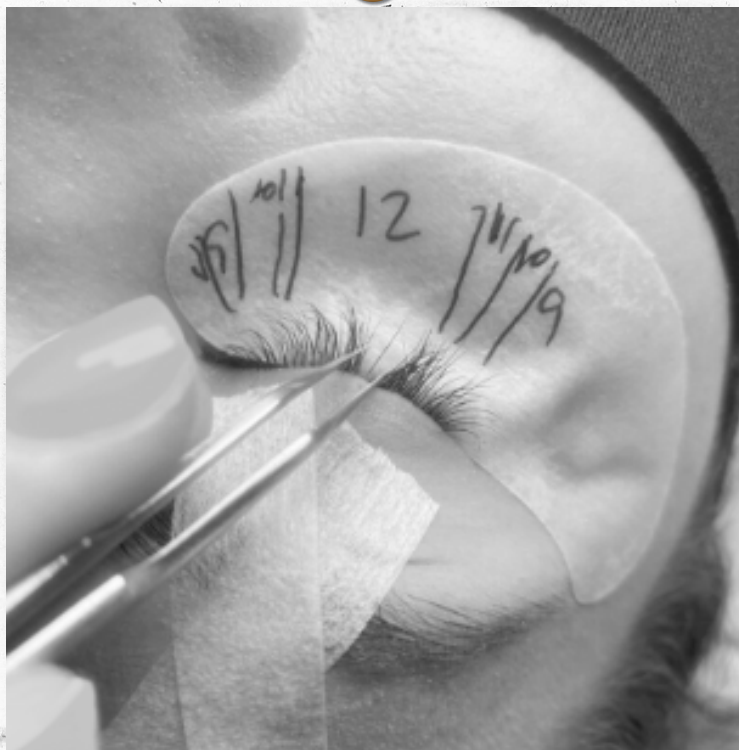


MY FAVOURITE GO TO FOR MY ISOLATION TWEEZER IS VETUS ST17'S, HOWEVER IF SOMEONE HAS MORE CURLY LASHES, SOMETIMES I WILL USE A FINE POINT 45 DEGREE OR 90 DEGREE TWEEZER. IF YOU ARE SLOW AT ISOLATION AT FIRST, DON'T WORRY - I WAS TOO. HOWEVER, THE BETTER THE ISOLATION, THE MORE LIKELY THE LASHES WILL LAST - AND THAT'S MORE IMPORTANT THAN A FULL SET OFF LASHES THAT ALL COME OFF IN 3 DAYS. ALSO, WHEN IT COMES TO PLACEMENT, IF SOMEONE HAS QUITE CURLY NATURAL LASHES, IT IS BETTER TO PLACE THE EXTENSION UNDERNEATH FOR BETTER ATTACHMENT.



-Demi

FAVOURITE TWEEZER
FAVOURITE TWEEZER
FAVOURITE TWEEZER
FAVOURITE TWEEZER



Example of my favourite go to isolation tweezer
Vetus ST17

Placement is something you want to be very careful with. Things you want to check when it comes to placement;

1.



The eyelash extension should **NEVER** be touching the skin

2.



A 1mm gap is enough, you want it as close to the lash line without touching the skin

3.



You need the **BASE** of the lash extension to be touching the base of the natural lash. Either on top, or underneath for curly lashes.

To ensure successful lash application and preparation, three additional key steps are crucial: good lighting, proper client positioning and correct distance between yourself and the client.

Good lighting is essential for accurate isolation and attachment to the lash base. Adequate lighting will help you identify each natural lash and ensure precise application.

The position of your client and the distance between you both greatly impact retention. Maintaining a comfortable and suitable position for both you and your client allows for better accessibility and control during the lash application process. It facilitates your ability to work efficiently and with precision.

Maintaining a comfortable position and optimal distance allows for efficient and precise work. Being too close or too far can affect your ability to accurately place the lash extensions.

By paying attention to these three important aspects, you can enhance your lash application process, leading to improved retention and ultimately, satisfied clients.

PRO TIP



I USED TO BE SCARED TO KEEP TELLING CLIENTS TO COME CLOSER BECAUSE I DIDN'T WANT TO BE ANNOYING, SO I WOULD TRY TO DO A SET OF LASHES EXTREMELY BENT OVER AND WHERE I WAS STRUGGLING TO ACTUALLY SEE THE ROOT OF THE LASH...SOUND FAMILIAR? DON'T WORRY ABOUT ASKING THEM TO MOVE UP, THE BETTER POSITIONED THEY ARE, THE BETTER YOU CAN SEE, MAKING IT EASIER FOR YOU TO DO YOUR JOB, WHICH IN TURN MEANS QUALITY WORK.



-Demi

GLUE, HUMIDITY & TEMPERATURE

WHY DOES HUMIDITY AND TEMPERATURE MATTER?

Lash glue performs optimally within a specific range of humidity, typically around 45-60%, and at a temperature between 20-22 degrees Celsius, as outlined by the manufacturer's guidelines. Therefore, it is crucial to check and ensure that your working environment aligns with these requirements.

It is **IMPORTANT** to consider the temperature and humidity conditions that work best with the glue you use. Remember that different environments may require specific adhesive formulations to achieve optimal results. A glue that suits your needs may not necessarily work well for someone else.

In case the temperature rises too high, you can open a window or use air con to regulate the temperature. It is also wise to have an alternative glue option available that performs well in higher temperatures.

When dealing with humidity, a **dehumidifier** can help reduce excessive humidity levels, while a **humidifier** can increase humidity if it is too low in your working area.

Using a hydrometer can serve as a useful guide to monitor temperature and humidity levels in your salon or home. However, it's important to note that the accuracy of hydrometers can vary depending on the brand. Place the hydrometer near your lashing area for more accurate readings.

Remember that temperature and humidity can vary in different areas of a room. I advise that you choose the location in your workspace where the readings are most favourable, as it will yield better results. If the hydrometer indicates suitable conditions, but the glue's texture appears clumpy, rely on your experience and judgment of the glue's consistency rather than solely relying on the hydrometer.

You will become familiar with what is normal, what isn't, what works for your environment, and what doesn't.

Your glue needs to be stored in a cool dark place, away from direct sunlight. Ideally in a room where the temperature doesn't fluctuate too frequently. You want to get into the habit of keeping it in an airtight container **AT ALL TIMES**, even while you have a client.

You want to take it out of the airtight container, shake it, use your blob of glue, wipe the nozzle with a glue wipe, close the lid and put it back in the airtight container. It should **NEVER** just be left out.

You always want to keep the silica gel sachet in the container with your glue. The sachets are used to absorb and prevent excess moisture. They contain a desiccant that attracts and holds water molecules, protecting items from mold, mildew, and corrosion. The sachets change colour when saturated with moisture and should be replaced or regenerated if this occurs.

When you first open your glue, put the date on it so you know when it needs to be discarded. Generally, I would say that once the bottle has been open for 2 months, I would replace. However, do check what the company you purchase your glue from recommend, as it can vary.

PRO TIP



I PERSONALLY NEVER STOCK TOO MANY BOTTLES OF GLUE, BECAUSE I DON'T WANT TO RISK THEM GOING BAD. I ALWAYS HAVE 4 GLUES, 2 OPENED — 1 FAST DRYING AND 1 SLOWER DRYING, AND THEN ONE OF EACH GLUE UNOPENED AS A BACK UP.



—Demi

HOW BEST TO WORK WITH THE GLUE?

1.

How to shake your glue correctly:

To ensure proper consistency and mixing of the adhesive, follow these steps to shake your glue correctly:

- Hold the glue bottle tightly, ensuring the cap is securely closed.
- Shake the bottle vigorously in an up-and-down motion for approximately 2 minutes, and then shake it for at least 1 minute each time you subsequently open it.
- This shaking action helps to evenly distribute the adhesive's ingredients and promote a consistent texture.

To unleash the glues full potential, for best retention, remember **SHAKE IT LIKE A POLAROID PICTURE 🎵 - I MEAN... LIKE A PRO!**

2.

How to dispense a new drop and get rid of the old one:

When dispensing a new drop of adhesive and removing the old one, it's important to maintain cleanliness and prevent contamination:

- Start by wiping the nozzle of the glue bottle with a lint-free cloth or adhesive wipe to remove any residue or dried adhesive.
- Squeeze the glue bottle gently, applying slight pressure to the dropper or nozzle.
- Allow a small drop of adhesive to form at the tip of the nozzle. Be careful not to dispense too much adhesive, as this can lead to wastage or messy application.
- Always use a clean and empty well space to dispense glue

Make sure you know your glue and ensure the environment works for the glue you use. Be mindful of your glues normal consistency.

GLUE SIZE MATTERS
GLUE SIZE MATTERS
GLUE SIZE MATTERS
GLUE SIZE MATTERS



Example of correct amount of glue on lash extension

Using a plastic adhesive holder, especially one with multiple glue spaces, is highly recommended. Plastic adhesive holders help preserve the freshness of your glue for an extended period.

If you're currently using a blob of glue on a jade stone, I suggest avoiding this practice. Glue cures when exposed to oxygen, and a blob of glue on a jade stone is fully exposed from all angles. However, when using a plastic holder, the glue is shielded from side angles, allowing it to stay fresher for a longer time. The indentation in the plastic holder helps the glue maintain its shape and prevents excessive exposure to oxygen.

Ideally you want to sweep your extension into the glue dots from the middle of the blob (freshest part), and you want to see a little droplet of glue on the extension. If it is summer, or you are using pre-made fans, then I recommend you using a little more glue than usual.

Avoid double dipping. Once you dip your lashes in the glue and place onto your lash extension, if it doesn't stick or the lash drops then just start again. Double dipping can just cause a pile up of glue and make the false lash too heavy for the natural lashes leading to bad retention.

How often to change your glue?

The frequency of changing your glue will vary based on the type of glue you use and your working environment. As a general guideline, following this guide, you can consider changing your glue approximately every 40 minutes. With experience, you will become familiar with the normal consistency of the glue, enabling you to determine if it requires changing. It's important to stay mindful of the recommended guidelines for your specific glue product.

This can change during summer which is covered on the next page.

RETENTION IN THE SUMMER

In the summer you may want to use a slower drying glue or at least stock it incase you need it. Due to humidity changes in the summer the glue can dry quicker. By the time you isolate and scoop your glue, it might be dry so you'll need a slower drying glue to combat that. Once again, this may not be essential, but it serves as a valuable backup particularly during the summer months. In fact, it is often the reason why lash technicians encounter challenges with poor retention.

To address the challenges posed by high temperatures and humidity, it may be necessary to change your glue more frequently, potentially every 15 minutes during a heatwave. Additionally, you may need to pick up slightly more glue than usual during the summer to ensure sufficient time for placing the lash extension before the glue cures.

The summer heat stimulates oil glands, leading to increased oil secretion on your client's skin. Consequently, their skin may be oilier than usual, which can impact lash retention. It's crucial to educate your clients about this and advise them to schedule lash appointments closer together than usual to maintain their lashes effectively. Increased sweating is also common in hot weather, and sweat, which contains salt, can accumulate on the lash line, potentially affecting retention. To combat this, emphasise the importance of thorough cleaning.

Hay fever is another common issue during summer, causing clients to rub their eyes, touch their eyes frequently, or use eye drops. It's essential to remind them to be mindful of their lashes and exercise caution.

Extreme sun exposure and UV rays can have an impact on the durability of both natural lashes and lash extensions. The UV radiation from the sun can make lashes more susceptible to brittleness and breakage, which may contribute to increased shedding. It is important to inform clients about the significance of protecting their lashes from the sun's rays. Encourage them to consider wearing sunglasses or wearing a hat . Taking these precautions can help maintain the health and longevity of their lash extensions.

PRO TIP



CLIENTS WHO HAVE HAY FEVER ARE FINE TO GET EYELASH EXTENSIONS, HOWEVER, I ALWAYS ADVISE CLIENTS WHO SUFFER WITH BAD HAY FEVER TO CLEAN THEIR LASHES TWICE A DAY. THIS IS TO REDUCE THE POLLEN BUILD UP, WHICH IN TURN SHOULD STOP THEM RUBBING THEIR EYES SO MUCH!



-Demi

EXTRA TIPS & TRICKS BY
Demi



1.

Brush your clients lashes often during your appointment. Make sure you are brushing them out with a good amount of pressure, you don't want to be too soft. It is better to get brush offs at your appointment that you can replace, than for your client to leave and say lots fell out.



2.

Always stock two types of glue (x2), 1 faster drying and 1 slower drying. This is because with change of temperature and humidity, you may need to switch glues. For example, in high humidity weather you may want to switch to a slower drying glue so that the glue doesn't cure too quickly when placing the lash extension onto the natural lash



3.

I personally don't use my glue right to the end. I usually discard it when there is only a little bit left, because I feel that bit is old and stale. However, this is only a personal preference that I've developed over time, and not an industry standard.



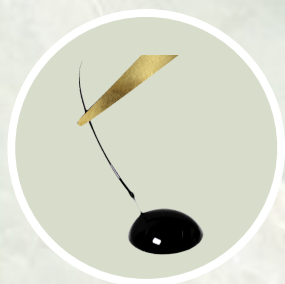
4.

ALWAYS and I mean **ALWAYS** isolate first. Do not dip your lash first then isolate, and also do not dip your glue on anything before you place it e.g. on the glue pads to brush off.



5.

Use your hydrometer as a guide to see what the temperature and humidity is. Keep the hydrometer as close as possible to your workspace, as the reading can be different in various parts of the room.



6.

ALWAYS and I mean **ALWAYS** isolate first. Do not dip your lash first then isolate, and also do not dip your glue on anything before you place it e.g. on the glue pads to brush off.

7.

DO NOT give up. Everyone experiences retention issues, keep up with your education and knowledge. Use this e-book to guide you.

It's essential to educate clients about the natural shedding process of our lashes, where 1-5 natural lashes are shed per day per eye. By informing clients of this information, you can help manage their expectations.

Understanding lash shedding and the importance of lashing all layers are crucial aspects of providing high-quality lash services.

When applying lash extensions, it is crucial to ensure that you're lashing **all layers**, rather than just focusing on the easiest, longest, and darkest lashes. Typically, these lashes are the oldest and will shed soon. By solely focusing on these lashes, the client's retention will suffer. Although you may have done a great job, if you only target the oldest lashes in the growth cycle, the extensions won't last as long.

Do NOT hesitate to lash the baby lashes.

It's perfectly fine to adjust the weight and/or length of the extensions to accommodate these delicate lashes while maintaining the safety of the natural lashes. By lashing all layers, you provide a more comprehensive and longer-lasting lash enhancement for your clients.

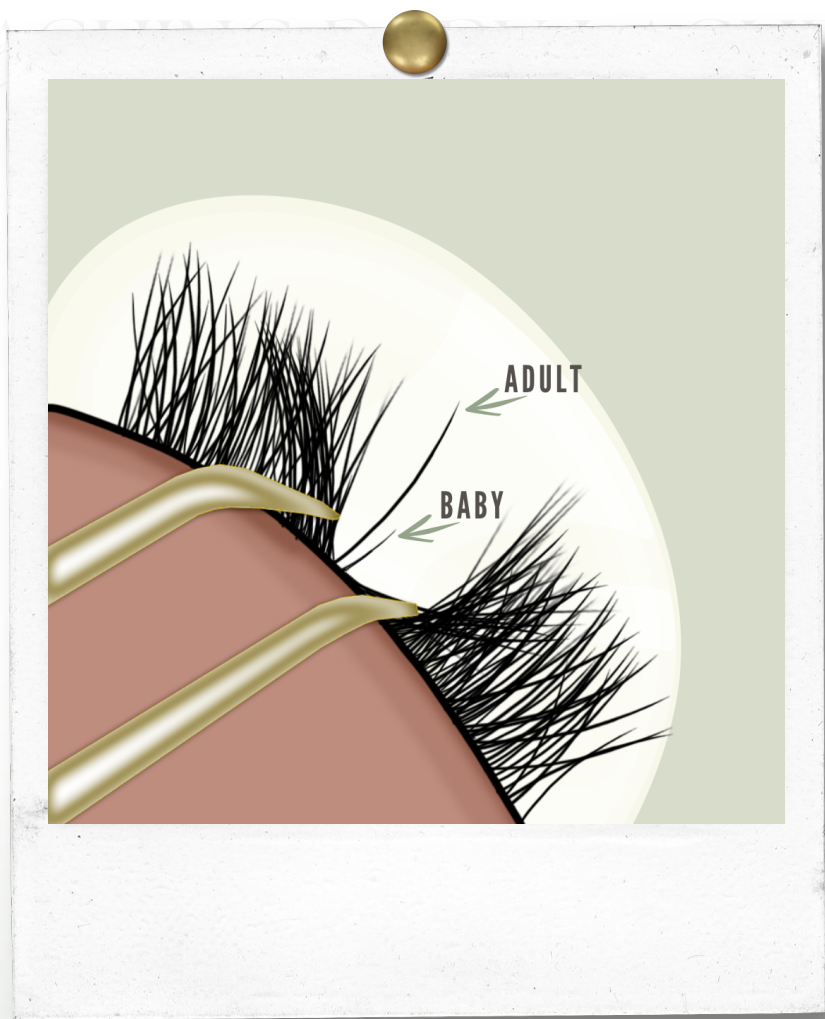
For example:

If you have baby lash next to a 12mm long extension, fill the baby lash with a 9mm extension.

By employing this method, you can effectively address the gap created by the growth of natural lashes. Shorter lashes have significantly less weight, alleviating concerns about potential damage to the natural lashes.

Another benefit of utilising this method during the growth of baby lashes is that long extensions may protrude from the rest of the set or cause irritation. Moreover, heavy extensions can twist the natural lash as it grows. However, by using shorter extensions, you provide a safer environment for the baby lash to grow. The best part is that you can apply this simple trick with both classic and volume techniques!

LASHING BABY LASHES



Example of perfectly fine baby lash to apply extension to

RETENTION MUST HAVES

RETENTION MUST HAVES

Checklist

1. Humidifier

☐

2. Dehumidifier

☐

3. Glue storage

☐

4. 2 x extra glue

☐

5. Lash cleanser

☐

6. Handheld fan

☐

7. Disposable
lipstick wands

☐

8. Disposable
Mascara brushes

☐

9. Hydrometer

☐

10. Plastic adhesive
holders

☐

11. Glue wipes

☐

RETENTION MYTHS

RETENTION MYTHS

Busted

There are several common lash retention myths that circulate within the lash industry. Here are a few examples:

1.

Myth: Applying more adhesive will result in better retention.

Reality: Applying excessive adhesive can actually lead to poor retention. Using the right amount of adhesive, based on the manufacturer's recommendations, ensures a proper bond without weighing down the natural lashes.

2.

Myth: Avoiding water completely is necessary to maintain lash retention.

Reality: It is not necessary to completely avoid water after getting lash extensions. Properly applied and cured lash extensions should be able to withstand normal activities like showering or washing the face. However, excessive exposure to water, steam, or oil-based products can weaken the bond and affect retention.

3.

Myth: Brushing lashes multiple times a day improves retention.

Reality: While brushing lashes with a clean spoolie is essential for daily maintenance, excessive brushing can lead to premature shedding of both lash extensions and natural lashes. Gently brushing once or twice a day is sufficient.

4.

Myth: Lash extensions make natural lashes weaker or cause them to stop growing. **Reality:** When applied and maintained correctly, lash extensions should not damage or inhibit the growth of natural lashes. Proper isolation, application, and removal techniques are crucial to ensure the health and integrity of natural lashes.

5.

Myth: Lash serums can negatively impact lash retention. **Reality:** Lash serums that are specifically formulated for use with lash extensions can actually help improve lash health and retention. However, it is important to use serums that are compatible with lash extensions and avoid oil-based products that can weaken the adhesive bond.

6.

Myth: Lash extensions need to be removed and reapplied regularly to maintain retention. **Reality:** Properly applied lash extensions can last through the natural lash growth cycle, which is typically around 4-6 weeks. Regular fills or touch-ups are recommended to maintain a full and consistent look as the natural lashes shed and regrow.

It's essential to rely on accurate information from trusted sources, stay updated with industry advancements, and consult with experienced lash professionals to dispel these common retention myths and ensure proper care and maintenance of lash extensions.

Be sure to follow me on IG for updates [@DWLASHED](#) xx

AFTERCARE

50/50 EFFORT

As mentioned previously, how your clients treat and maintain their lashes with aftercare is as equally important, as good lash artistry on your behalf. It is important to make sure your clients are aware that lash retention is a 50/50 effort between you both.



*Best
retention*

Also, be sure to explain briefly about the lash growth cycle, so you can manage their expectations with knowledge regarding retention. An empowered client is a repeat client.

AFTERCARE

I believe that educating the client about lashes is just as important as the education you, as the artist, should have about lashes.

It is essential to explain to your clients in detail how to properly care for their lashes. By doing so, you can enhance their retention, which ultimately benefits you.

Just as you clean their lashes during each appointment, it is crucial to inform them that they need to follow the same daily maintenance routine, **even** if they don't wear makeup.

Here are some guidelines to share with your clients:

- 1.** Wash lashes daily.
- 2.** Avoid using baby wipes, cotton buds, or pads near the lashes, as these can leave lint and potentially pull out lash extensions and natural lashes.
- 3.** Refrain from using oily products around the eye area.
- 4.** Advise them to be mindful of the oily products they use in their hair, as sweat can cause these products to drip onto the lash line.
- 5.** Encourage cleaning the lashes after exercising.
- 6.** Recommend getting infills every 2-3 weeks.
- 7.** Emphasise the importance of avoiding eye rubbing and encourage them to try sleeping on their back.

By providing your clients with comprehensive information on lash care, you empower them to maintain the quality and longevity of their lash extensions, which in turn reflects positively on your work as an artist.

AFTERCARE : POLICY

Enforcing strict policies regarding infills is not only a valuable business tip, but also contributes significantly to retention.

It is essential to establish a clear cut-off for infills and maintain consistency in adhering to it. In my practice, the cut-off is set at 3 weeks.

Implementing such a policy ensures a steady stream of revenue for your business. Moreover, it prevents clients from unnecessarily prolonging the time between infill appointments.

When clients delay infills for an extended period, it can lead to damage to their natural lashes. Consequently, this not only affects the overall appearance but also creates challenges for you as a lash artist.

Attempting to perform an infill when a new set is actually needed becomes difficult and time-consuming. This directly impacts retention. You may find yourself rushing to complete the necessary work within the allotted time, and subsequently, you'll be playing catch-up during every subsequent infill if clients continue to stretch out their appointments. Under such circumstances, it is unreasonable to expect lashes to last well if clients are only coming in every 5 weeks for a one-hour session. Remember, you are a lash artist, **not** a magician.

PRO TIP

“ You don't want to be rushing people out the door, but **yes** time **IS** money but **SO** are return clients. They are also **MONEY**. Balance is key. ”

—Demi

While it is important to value your time, it is equally essential to prioritise building a loyal client base. Return clients are not only valuable in terms of revenue, but also contribute to the growth and success of your business.

To strike a balance, it's necessary to be realistic about what you can achieve within a given timeframe. Evaluate your individual capabilities and expertise to ensure that you allocate appropriate time for each treatment.

Remember, maintaining and retaining existing clients is often easier and more cost-effective than acquiring new ones. So, it's crucial to keep this in mind before rushing through sets or appointments. By providing a quality service and dedicating the necessary time to each client, you enhance the likelihood of retaining them and fostering long-term relationships.

PRO TIP

“ This tip may not directly relate to lash retention, but is a valuable piece of advice for client retention. Remember to prioritise exceptional customer service. ”

Clients are individuals with unique experiences and personalities, and as lash technicians, it's important to be adaptable and understanding. ”

—Demi



Me lashing a client at my salon
"Lash+Brow Lab".

THE END.

You did it babe. Congratulations on completing this e-book and gaining valuable insights into achieving good retention! By applying the tips and techniques discussed, you are on your way to seeing remarkable improvements in your lash work.

Remember to share your progress pictures with me by tagging me so that we can celebrate your success together!

If you ever need additional mentorship or have further questions, please don't hesitate to reach out to me. I am always here to support you and share my expertise.

Wishing you the best of luck on your lash journey!

With love,

A handwritten signature in black ink that reads "Demi". The letter "D" is large and loops around the "emi". The "x" at the end is a simple horizontal stroke.

Demi Witter

Salon owner, Lash artist, Judge & Educator.

[@dwlashed](#)

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DWL 